

ABSTRACT

Embodiments of the present invention are generally directed to a system and method for developing content using a graphical user interface that allows a developer to view a preview image during the development process. The content may be developed according to a content

5 format that is associated with one or more content features, such as, product images, product description text, pricing information text, availability information text, and the like. In particular embodiments, the graphical user interface may have a development pane in which the developer selects from existing content pieces or enters new content pieces to associate with content

10 features. As the content pieces are associated with the content features for the selected content format, the content pieces may be displayed in the preview image, which may appear in a separate preview pane.